

## CLAIMS

### What is Claimed is:

1. A personal communication system comprising:
- 5 a Web host connected to a wide area network, said Web host comprising a Web server and an advertising application executing thereon; and a memory device connected to said advertising application; wherein said advertising application is adapted to format additional communication data in a plurality of data format types having a distinct respective
- 10 data format requirement; and said advertising application provides the functions of:
- permitting a sender to select at least one advertisement that can be included within a personal communication directed to at least one network device, said at least one advertisement being adapted to direct said advertising application to send said additional advertisement to an interacting one of said at least one network device;
- 15 sending said personal communication and said at least one selected advertisement to said at least one network device;
- identifying a type of said interacting one of said at least one network device, wherein said type of said interacting one has a data format type comprising one of said plurality of data format types;
- 20 formatting said additional communication data for said interacting one of said at least one network device; and sending said formatted additional communication data to said interacting one of said at least one network device.
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2. The personal communication system according to Claim 1, wherein said additional communication data comprises a device and data neutral format.

3. The personal communication system according to Claim 2, wherein said device and data neutral format further comprises Extensible Markup Language (XML).

4. The personal communication system according to Claim 1, wherein said advertising application further comprises a data processing stage that is separate from an output stage.

5. The personal communication system according to Claim 1, wherein said personal communication further includes a reply-to address, and said advertising application further provides the function of replacing said reply-to address with an e-mail address provided by said sender.

6. The personal communication system according to Claim 1, wherein said advertising application further provides the function of redirecting replies to said personal communication to an e-mail address provided by said sender.

7. The personal communication system according to Claim 1, wherein said advertising application further provides the function of arranging available advertisements into categories and permitting said sender to select said at least one advertisement from said categories.

8. The personal communication system according to Claim 7, wherein said advertising application further provides the function of permitting said sender to generate a pallet of advertisements by designating a plurality of advertisements from said categories and permitting said sender to select said at least one advertisement from said pallet of advertisements.

9. The personal communication system according to Claim 1, wherein said advertising application further provides the function of receiving said additional communication data from said sender.

5 10. The personal communication system according to Claim 9, wherein said advertising application further provides the function of extracting said at least one advertisement from said additional communication data.

10 11. The personal communication system according to Claim 10, wherein said advertising application further provides the function of generating a personal communication.

15 12. The personal communication system according to Claim 1, wherein said advertising application further provides the function of receiving said additional communication data from a third party advertiser.

20 13. The personal communication system according to Claim 12, wherein said advertising application further provides the function of compensating said sender when said personal communication and said at least one selected advertisement is routed to said at least one network device.

25 14. The personal communication system according to Claim 12, wherein said advertising application further provides the function of compensating said sender when said interacting one of said at least one network device is provided with said additional communication data.

15. The personal communication system according to Claim 12, wherein said advertising application further provides the function of compensating said sender when said interacting one of said at least one network device is used to purchase a good or service from said third party advertiser after said interacting one of said at least one network device is provided with said additional communication data.

16. The personal communication system according to Claim 1, wherein said additional advertising data is stored in said memory device

17. The personal communication system according to Claim 1, wherein said advertising application retrieves said additional advertising data from a third party advertiser's Web server.

18. The personal communication system according to Claim 1, wherein said personal communication is selected from a list consisting of an e-mail message, a chat room message, an instant messaging message, a short message service message, a video message, and a voice message.

19. The personal communication system according to Claim 1, wherein said at least one network device is selected from a list consisting of a personal computer, television set-top box, telephone, consumer appliance, PDA, WAP mobile phone, I-Mode mobile phone, 3G device, wireless entertainment device, wireless information device, and digital audio broadcast device.

20. The personal communication system according to Claim 1, wherein said advertising application further provides the function of permitting a staff member to access data from said memory device.

21. The personal communication system according to Claim 12, wherein said advertising application further provides the function of permitting said third party advertiser to upload advertisements to said memory device.

5 22. The personal communication system according to Claim 12, wherein said advertising application further provides the function of permitting said third party advertiser to retrieve statistical information from said memory device.

10 23. The personal communication system according to Claim 1, wherein said formatted additional communication data comprises a first portion and a remaining portion, said first portion adapted to be displayed independently from said remaining portion and when received by said interacting one of said at least one network device.

15 24. The personal communication system according to Claim 23, wherein said advertising application further provides the function of downloading a display client to said interacting one of said at least one network device, said display client adapted to receive and display said first portion of said formatted additional communication data.

20 25. The personal communication system according to Claim 1, wherein said Web host further comprises an e-mail server adapted to format said personal communication and said at least one advertisement in a plurality of data format types having a distinct respective data format requirement, said e-mail server providing the functions of:

25 identifying a type of said at least one network device, wherein said type of said at least one network device has a data format type comprising one of said plurality of data format types; and

formatting said personal communication and said at least one advertisement for said at least one network device.

26. The personal communication system according to Claim 1, wherein said advertising application further comprises a mobile client operating on a sender network device.

5 27. The personal communication system according to Claim 26, wherein said advertising application further provides the function of downloading said mobile client to said at least one network device.

10 28. The personal communication system according to Claim 26, wherein said mobile client further provides the function of:

15 permitting said sender to select said at least one advertisement; and  
providing said advertising application with said personal communication and said at least one selected advertisement, wherein said advertising application further provides the function of sending said personal communication and said at least one selected advertisement to said at least one network device.

20 29. The personal communication system according to Claim 26, wherein said mobile client further provides the function of:

25 permitting a sender to select said at least one advertisement; and  
sending said personal communication and said at least one selected advertisement to said at least one network device over a wireless network infrastructure.

30 30. The personal communication system according to Claim 26, wherein said mobile client further provides the function of providing said advertising application with compiled data, wherein said compiled data identifies said sender and said at least one selected advertisement.

31. A personal communication system comprising:

a Web host connected to a wide area network, said Web host comprising a Web server and an advertising application executing thereon;

a memory device connected to said advertising application, wherein said advertising application is adapted to format additional communication data in a plurality of data format types having a distinct respective data format requirement;

means for selecting at least one advertisement within a personal communication directed to at least one network device, said at least one advertisement being adapted to direct said advertising application to send said additional communication data to an interacting one of said at least one network device;

means for sending said personal communication and said at least one advertisement to said at least one network device.

means for compensating a sender for using said advertising application to send said personal communication together with said at least one selected advertisement to said at least one network device; and

means for sending said additional communication data to said interacting one of said at least one network device, wherein said interacting one of said at least one network device has a data format type comprising one of said plurality of data format types.

32. The personal communication system according to Claim 31, wherein said means for selecting at least one advertisement further comprises said advertising application randomly selecting said at least one advertisement.

33. The personal communication system according to Claim 31, wherein said means for selecting at least one advertisement further comprises said advertising application permitting said sender to select said at least one advertisement from available advertisements divided up into categories.

34. The personal communication system according to Claim 31, wherein said means for selecting at least one advertisement further comprises said advertising application permitting said sender to define a pallet of advertisements and select said at least one advertisement from said pallet of advertisements.

35. The personal communication system according to Claim 31, wherein said means for compensating said sender further comprises said advertising application compensating said sender when said at personal communication and said at least one selected advertisement is sent to said at least one network device.

36. The personal communication system according to Claim 31, wherein said means for compensating said sender further comprises said advertising application compensating said sender when said interacting one of said at least one network devices is provided said additional communication data.

37. The personal communication system according to Claim 31, wherein said means for compensating said sender further comprises said advertising application compensating said sender when said interacting one of said at least one network devices is used to purchase a good or service from a provider of said at least one selected advertisement after said interacting one of said at least one network device is provided said additional communication data.



38. The personal communication system according to Claim 31, wherein said means for compensating said sender further comprises a means for preventing fraud.

39. The personal communication system according to Claim 38, wherein said means for preventing fraud further comprises said advertising application withholding compensation from said sender when said sender selects said at least one selected advertisement a predetermined number of times.

40. The personal communication system according to Claim 38, wherein said means for preventing fraud further comprises said advertising application withholding compensation from said sender when said at least one network device has previously received said at least one selected advertisement.

41. The personal communication system according to Claim 31, wherein said means for sending said personal communication data further comprises said advertising application comprising a data processing stage that is separate from an output stage.

42. The personal communication system according to Claim 31, wherein said means for sending said personal communication further comprises said advertising application sending said at least one network device said personal communication data and said at least one advertisement over said wide area network.

43. The personal communication system according to Claim 31, wherein said means for sending said personal communication further comprises a mobile client, wherein said mobile client operates on a sender network device, said mobile client together with said advertising application sends said at least one network device said personal communication and said at least one advertisement over said wide area network.

44. The personal communication system according to Claim 31, wherein said means for sending said personal communication further comprises a mobile client, wherein said mobile client operates on a sender network device, said mobile client sends said at least one network device said personal communication and said at least one advertisement over a wireless network infrastructure.

45. The personal communication system according to Claim 31, wherein said means for sending said additional communication data further comprises said additional communication data comprising a device and data format.

46. The personal communication system according to Claim 45, wherein said device and data neutral format further comprises Extensible Markup Language (XML).

47. The personal communication system according to Claim 31, wherein said means for sending said additional communication data further comprises said advertising application comprising a data processing stage that is separate from an output stage.

48. The personal communication system according to Claim 31, wherein said means for sending said additional communication data further comprises said advertising application retrieving said additional communication data from a third party advertiser's Web server and sending said retrieved additional communication data to said interacting one of said at least one network device.

49. A method for communicating personal information, comprising the steps  
of:

5 permitting a sender to select at least one advertisement that can be  
included within a personal communication directed to at least one network  
device, said at least one advertisement causing said additional communication  
data to be sent to an interacting one of said at least one network device;

10 embedding said at least one advertisement within said personal  
communication;

sending said personal communication containing said at least one  
selected advertisement to said at least one network device;

15 identifying a type of said interacting one of said at least one network  
device, wherein said type of said interacting one has a data format type  
comprising one of a plurality of data format types having a distinct respective  
data format requirement;

formatting said additional communication data for said interacting one of  
said at least one network device; and

20 sending said formatted additional communication data to said interacting  
one of said at least one network device.

50. The method of Claim 49, wherein the step of permitting a sender to select  
at least one advertisement further comprises permitting said sender to generate a pallet  
of advertisements from a plurality of advertisements arranged in categories.

51. The method of Claim 50, wherein the step of permitting a sender to select at least one advertisement further comprises permitting said sender to select said at least one advertisement from said pallet of advertisements.

5 52. The method of Claim 49, wherein the step of sending said personal communication further comprises replacing a reply-to address of said personal communication with an e-mail address provided by said sender.

10 53. The method of Claim 49, wherein the step of sending said personal communication further comprises compensating said sender.

15 54. The method of Claim 49, wherein the step of sending said personal communication further comprises routing said personal communication containing said at least one advertisement over a wireless network infrastructure.

20 55. The method of Claim 49, wherein said step of formatting said additional communication data further comprises putting said additional communication data in a device and data neutral format.

25 56. The method of Claim 55, wherein said device and data neutral format comprises Extensible Markup Language (XML).

57. The method of Claim 49, wherein the step of formatting said additional communication data further comprises receiving said additional communication data from said sender.

58. The method of Claim 49, wherein the step of formatting said additional communication data further comprises receiving said additional communication data from a third party advertiser.

59. The method of Claim 49, wherein the step of formatting said additional communication data further comprises retrieving said additional communication data from a third party advertiser's Web server.

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60. The method of Claim 49, wherein the step of formatting said additional communication data further comprises providing a first portion of said formatted additional communication data and a remaining portion of said formatted additional communication data, wherein said first portion is adapted to be displayed independently from said remaining portion and when received by said interacting one of said at least one network device.

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61. The method of Claim 49, wherein the step of sending said formatted additional communication data further comprises compensating said sender.

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